

10 RULES FOR WRITING ON THE WEB

1. Focus on a single topic per page

If there are other topics related to your topic, write about them somewhere else.

2. Write a clear page title

The title should reveal exactly what the page is about.

3. Lead with your best material

Get straight to the point – readers should know the most important information after reading the first two sentences.

4. Break up and organize content into digestible sections

Try to limit to 70 words; use (short) lists whenever possible and (simple) tables where appropriate.

5. Write simple sentences

Your writing should be easy for a middle schooler to understand.

6. Use simple words

Never use a long word when a short one will do.

7. Cut unnecessary words

If it's possible to cut a word out, always cut it.

8. Address people directly

Use “you” to keep your writing conversational and help people figure out what applies to them.

9. Tell people what to do

Use verbs and imperatives (“download,” “send,” “get”) and use lists for instructions (numbered lists when order matters).

10. Connect cause and effect

Links and buttons should say what they'll do and do what they say so that people know where they got where they thought they were going.

